



A Quebecor Media Company

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NEWS RELEASE

For immediate release

Opening of a new Client Contact Centre

Videotron opens in Joliette and creates 271 full-time jobs in the region

Montréal, March 25, 2009 – Videotron is pleased to announce the upcoming opening of its new Client Contact Centre in the Lanaudière regional capital. The Centre will accommodate a team of Customer Service and Technical Support consultants. Located in front of the Galeries Joliette shopping concourse, Videotron's new customer service centre will be one of the first tenants of the new business building, located at 1075 Firestone Blvd. Videotron's new centre will create 271 full-time positions in the region by the summer of 2010.

"We are very happy to open the Centre in Joliette and share our company's continued growth with its citizens by offering full-time, stimulating positions," stated Robert Dépatie, President and CEO of Videotron. "This is excellent news for us, for the region and for its population, given the current economic context we are facing at this time," adds Mr. Dépatie.

"Videotron's arrival represents a victory for our city and is proof of our dynamic economic development. The upcoming opening of Videotron's Client Contact Centre will bring new life to the whole region," added the mayor of Joliette, René Laurin.

The General Manager of Joliette's Local Development Centre (CLD), Olivier Goyet, who acted as facilitator in the agreement between the partners, states that "Videotron is a true economic force for the whole province of Quebec. I believe that the region will have the opportunity to witness just how beneficial Videotron's arrival is, given that this project will result in substantial economic benefits over the next few years," he added.

Presence at the Salon Emploi – Compétences of Joliette from April 2 to 4, 2009

Videotron's new Client Contact Centre will open its doors in the summer of 2009. Until then, Videotron will be launching its recruitment offensive beginning next week at the Salon Emploi - Compétences, presented by Emploi Québec. The job fair will be in full swing from April 2 to 4, 2009, at the Galeries Joliette.

Videotron is seeking potential candidates who want to work in a stimulating environment and take advantage of stable and competitive work conditions. Candidates must possess a high school diploma, professional or collegial training, and relevant experience. Those who want to join the Customer Service or Technical Support teams at Videotron can submit their application on line at videotron.com/carrieres.

Videotron will create 500 jobs in Quebec by end of 2009

Videotron is pursuing its program to create more than 500 full-time positions in 2009. Several hundred permanent positions are currently available on the Videotron website in every area from engineering and information technology through to customer service, technical support, finance, marketing, construction, network maintenance and human resources.

Videotron Ltd. (www.videotron.com), a wholly owned subsidiary of Quebecor Media Inc., is an integrated communications company engaged in cable television, interactive multimedia development, Internet access services, cable telephony and wireless telephone service. Videotron is a leader in new technologies with its *illico* interactive television system and its broadband network, which supports high-speed cable Internet access, analog and digital cable television, and other services. As of December 31, 2008, Videotron was serving 1,715,616 cable television customers in Québec, including 927,322 *illico* Digital TV subscribers. Videotron is the Québec leader in high-speed Internet access, with 1,063,847 subscribers to its cable modem service, as of December 31, 2008. On that date, Videotron had activated 63,402 lines on its wireless telephone service and was providing cable telephone service to 851,987 Québec households and organizations.